cataneo

Cataneo Company Profile

Company summary

Tailor-made solutions

- ✓Sales and broadcast management platforms
- ✓50+ employees in Munich, Bangkok, Dubai, London and Los Angeles
- ✓Presence in 4 continents
- ✓Media business experts

Solution concept

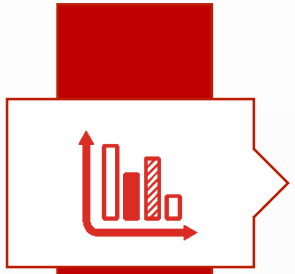
All-in-one web application

Platform Design

- For all types of media companies: from global media networks to single-Channel TV stations
- Multi-channel, -language, -time zone, -currency operations
- Unique, flexible and modular solutions for specific customer needs
- Suitable for all budgets, providing excellent investment value

Portfolio

MYTOS and MYDAS modules

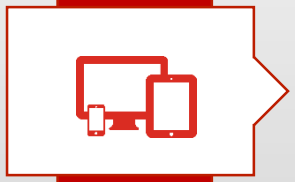


MYDAS Inventory

Maximizes revenues by balancing performance and demand

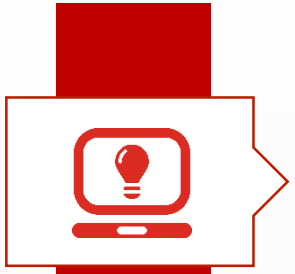
MYDAS Traffic

Supports the entire ad sales process and manages all relevant data



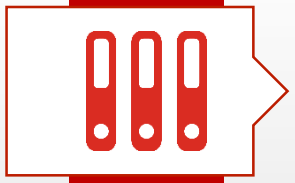
MYDAS Campaign

Manages and optimizes campaigns across all types of media



MYDAS Analyzer

Slices and dices data to provide insight on performance



MYDAS Sales

Covers all customer related data for media businesses

MYTOS

Provides an easy and efficient tool to plan and schedule multi-channel and – platform content

MYDAS Inventory

Follow your ideal scenario

MYDAS Inventory

helps you to maximize your revenues by balancing performance and demand

KEY FEATURES

- Annual planning
- Detailed planning
- Automated slot planning
- Ad-break template logic
- Annual pricing
- Day-to-day pricing
- Seasonality factors

MYDAS Traffic

All-in-one booking system for air time and ad sales management

MYDAS Traffic

covers the whole ad sales process and manages all relevant data from the first sales meeting to final booking and invoicing

KEY FEATURES

- Channel master data
- Client master data
- Order master data
- Material master data
- Pre & Final billing
- Package invoicing
- Accumulative invoicing
- Discount changes
- Single spot booking
- Automated bulk booking
- GRP-Booking
- Final planning

MYDAS Campaign Management

Programmatic booking and management of cross-medial campaigns in one system

MYDAS Campaign Management

helps to manage and optimize your linear and non-linear campaigns

KEY FEATURES

- Proposal management
- Campaign management
- Campaign simulation & analysis
- Programmatic booking
- Simulation runs
- Automated optimization
- Inventory efficiencies
- Non-linear campaign planning, booking and monitoring (Online, Mobile, SmartTV)
- Interfaces to Ad-Servers

MYDAS Analyzer

MYDAS Analyzer

Slices & dices data to provide insights on your performance

KEY FEATURES

- Create tailor-made reports on-the-fly to meet your business needs
- Visualization features
- In-built presentation tool functionality
- Comprehensive catalogue of reporting charts
- Access to reports on every level of your database

MYDAS Sales

Full CRM system designed for media business

MYDAS Sales

designed for media business with all the functionality that you can expect from a CRM

KEY FEATURES

- Contact management
- Meeting schedule & minutes
- Task management
- Sales forecast
- Client & agency commitments
- Performance tracking
- Discount overview
- Client priority & cluster analysis
- Preparation of sales pitches

MYTOS

Integrated program and scheduling system

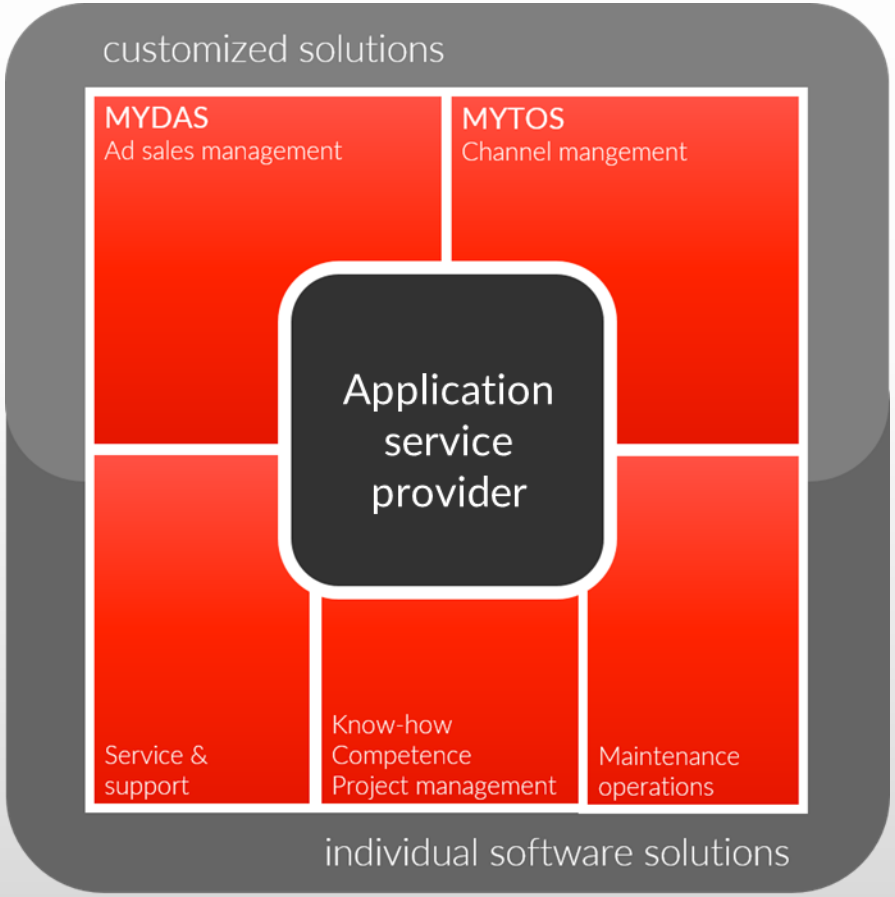
MYTOS

is a multi-channel-management system that can map the whole content life cycle.

KEY FEATURES

- Rights and content management
- License management
- Presentation and ad scheduling
- Promo management
- Customized views for broadcast scheduling
- Seamless interface to MYDAS
- Program & video on-demand planning
- Planning & processing of entire series and seasons including secondary events

Our approach



We ensure maximum availability and complete data security by providing:

- Comprehensive service and support, including media business expertise
- Latest in hardware technology
- Highly secure and redundant data centers
- 24/7 operations
- State of the art back up strategies

Advantages of working with Cataneo

Cost Efficiency

- Pricing models can be scaled to fit every budget with minimal integration and maintenance costs
- Web based system provides controlled access and real-time information for all operators worldwide

Increase productivity and save time and money!

Business Agility

- Cataneo software is easily configured, manageable and provides flexibility for a changing market
- Technology research delivers ongoing innovation to build the future of the media business

Early adoption and implementation of new media trends!

Business & Media Know-how

- Client needs are seamlessly translated into efficient software applications
- Cataneo systems are designed to support all advertising formats

Proven track record and expertise in both Media and IT!

Application Service Provider

- 24/7 real-time data service for clients with unlimited number of users
- No expensive hardware investments or complicated on-site installations with our modern web technology

Less complexity, costs and headcount!

Mitigating Risk

- We implement, customize and transition faster than any of our competitors to allow you to focus on your daily business
- Reduce your project headcount - our project management team will facilitate all implementation aspects and cutover, including data migration

References

Some of the biggest Media Brands in the world trust Cataneo's solutions

Cataneo provides cost efficiency, media know-how and business agility for an ever-changing market.

- ProSiebenSat1 Media
- Discovery Networks Germany
- Viacom International Media Networks
- NBCU International
- Rotana Media Services
- RTL2 Fernsehen
- Tele5
- The Walt Disney Company (Disney Media+)
- Sport1 Media
- Sky Media Network
- N24
- Goldbach Media Germany
- Welt der Wunder
- Servus TV
- GroupM

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